



Wine for Asia 2006

www.wineforasia.com

Date: 2 to 4 November 2006
Venue: Singapore Expo, SINGAPORE

INFORMATION KIT FOR EXHIBITORS



THE 4th INTERNATIONAL WINE EXHIBITION FOR ASIA 2006
2-4 November 2006, SINGAPORE EXPO, SINGAPORE

Introduction to Wine for Asia

WINE FOR ASIA, now in its 4th edition, is Asia's leading international exhibition platform that presents the full range of wines from all over the world to the Asian Wine & Spirits Market. Last year, the exhibition attracted **425** international exhibitors from **23** countries. Over **13,000** visitors, including over **3,500** trade visitors from Asia, Europe and even Africa visited this important 3-day trade event.

About this year's Wine for Asia 2006

WINE FOR ASIA 2006, riding on the success of Wine for Asia 2005, is expected to attract over **450** international and local exhibitors from around the world. Over **15,000** regional and local visitors (including **VIP buyers delegations** organized by respective wine importers and F&B associations from Asian countries such as **Korea, China, Taiwan, Malaysia, Vietnam, Thailand, Indonesia, Philippines, India & Japan** etc) are expected to visit this important 3-day trade event.

WINE FOR ASIA 2006 is the **leading show in Asia** showcasing wines from all over the world to the Asian Buyers. At Wine for Asia 2005, wines ranging from Old World Wines to New World Wines and to even lesser known wines from up and coming countries were showcased, giving the Asian Buyers a truly one stop shop for them to purchase wines from these countries. **WINE FOR ASIA 2006**, builds on the success of this formula, promises the Asian Buyers with bigger and better representation from each Wine Producing Countries for their selection of wine.

About the Asia's Wine Market

Asia, which many people perceive as a country by itself, is actually made up of 37 countries ranging from the most populated China, India etc to the richest Japan, Singapore etc. Cultures and business ethics in different Asian Countries play an important role in businesses and this is often overlooked by many when doing business with Asia.

Each country in Asia has different tax and duty regulation and cultures often underestimated by Wine Exporters, creating confusion about the markets in Asia. **WINE FOR ASIA 2006** therefore serves as the perfect platform for Wineries to take the right step into Asia! Besides creating the meeting point between sellers and buyers, exhibitors in **WINE FOR ASIA 2006** are able to know the rules and regulations in different countries of Asia and therefore, giving them the competitive edge to penetrate effectively into Asia.

With the Asian culture, health benefits of wines and drinking cultures of Asians, the wine market in Asia is perceived to be one of the most important markets in years to come. We will be releasing figures about the consumption of wines in Asia in the coming July 2006.

SINGAPORE, the perfect rendezvous for Asian Buyers

Strategically held in Singapore, the Wine Capital of Asia, **WINE FOR ASIA 2006** has now established itself as **Asia's key marketing platform** for international wine makers, exporters, distributors, and traders of wines and related products and services to reach out effectively to the entire Asian market.

Singapore, being strategically located, allow buyers from different part of Asia (such as from India, Dubai etc. to Japan, China, Korea etc.) to congregate in Singapore within a 5 hours flight time.

With Changi International Airport having direct flights from almost every city in Asia and with the new budget airlines congregating in Singapore, **WINE FOR ASIA 2006** not only attracts Buyers that are Key Importers in their respective Asian Countries but also the smaller exclusive importers/distributors to come to the show for their wine order placement and information exchange.

More information on Singapore can be found at the following links:

www.visitsingapore.com
www.changiairport.com.sg

Wine for Asia 2006 Visitors' Marketing Visions

To ensure the success of exhibitors, we have in place a **comprehensive visitor marketing programme** that extends out to the Asia importers, distributors, retailers, F&B directors, chefs, restaurant owners, sommeliers, caterers, bars, bistros & pub owners to visit and select and update wines for their portfolio.

Direct Invitation – Wine for Asia has dedicated team of Visitor Relation Officers working for different regions of Asia. With 37 countries in Asia and each of them have different national languages, the Visitor Relation Officers will provide direct marketing with phone calls, mailers and monthly updates to the buyers and provide them with assistance should they be looking for certain products.

Advertorial – Wine for Asia, with the feedback from the Buyers' group, advertise in the most read magazines as well as papers in each country and provide dedicated online visitor registration and Visitor Relations Officer Hotline for them to enquire about the show.

With the past 3 editions, Wine for Asia 2006 is constantly revamping itself to provide the most conducive environment for the Buyers to do business. Some of the programmes developed are the results of constantly surveys and feedbacks by our buyers groups and is constantly upgrading to let all buyers in Asia to mark their calendar to visit Wine for Asia 2006 to be the main platform for them to purchase, update, renew their wine portfolio.

NEW! On-line Business Matching Programme (BMP) allows Registered Buyers to pre select their preferred ranges of wines. 3 main important categories such as price range, country and varietal of wine/spirits are available for them to pre search wines available and pre negotiation are available through **BMP** to link buyers and sellers before the show.

NEW! Pre-Scheduled Appointment Scheduler (PSA) allows the Buyers to schedule appointments with the wineries that they want to meet during the show. Exhibitors can also choose to accept, reject or reschedule the appointments through the Exhibitors.

Wine Style Asia Award, Giving You The Edge in Asia

Wine Style Asia Award was first introduced and launched in 2004 with two objectives in mind. To assist the Asian Buyers in their selection of wines to be imported into their countries, and to assist the general consumer in Asia in purchasing their wine.

Wine Style Asia Award started on 2004 and the number of entries has grown year on year. The number of entries in 2005 increased by 32% compared to 2004. With the enquiries received so far, we are expecting entries for WSAA 2006 to reach 500 this year. As a niche and market centric award, this would be considered a commendable achievement!

The 'Wine Style Asia Award' medals have given our previous winners a distinctive edge over many other wines in Asia. The winning wines were singled out as highly recommendable ones for immediate enjoyment.

Reserve your November 2006 with US!

WINE FOR ASIA is designed to be the perfect platform and rendezvous for Buyers and Sellers to close deals onsite!

The event is timed perfectly in **Early November** with the regional traditional buying season where Asian trade buyers are stocking up for the end major festive seasons such as Christmas, New Year, Chinese New Year and Valentine's Day, and at a time where hospitality outlets are changing their wine list and menu for the New Year.

For our regular exhibitors, we are pleased to welcome you back at our 2006 event. For those who have yet to join us, we are pleased to invite your company to join us as one of our many international exhibitors at **WINE FOR ASIA 2006**.

We look forward to welcome you as part of **WINE FOR ASIA 2006** - Your gateway into the growing wine and spirit markets of Asia! For more information WINE FOR ASIA 2006, refer to www.wineforasia.com or contact us. We look forward to hear from you!!!

Regards,

Steven Chwee (Mr)

Asst Project Director

WineforAsia

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For more information on Wine for Asia, visit us at www.wineforasia.com













FACTSHEET for WINE FOR ASIA 2006

Event Name	Wine For Asia 2006 The 4 th International Exhibition Reaching Out To The Asian Wine and Spirits Market
Event Date	Thursday 2 to Saturday 4 November 2006 Open to Trade Only: 2 November 2006 from 10 am to 6 pm 3 November 2006 from 10 am to 5 pm Open to Trade, Corporate and Public 3 November 2006 from 5 pm to 8 pm 4 November 2006 from 10 am to 8 pm
Venue	Singapore Expo
Organised by	 
Gross Exhibition Area	5,000 sqm
Nett Exhibition Area	Expected 2,500 sqm
No. of Exhibiting Companies	Expected 450 international and local companies from over 30 countries
Visitors	Expected 15,000 regional and local visitors from 40 countries
Exhibit Profile	<ul style="list-style-type: none"> • Grape-based wines • Non-grape based wines • Sake • Spirits • Wine Publications • Wine Accessories • Wine Services • Fine Food
Exhibitor Profile	<ul style="list-style-type: none"> • Wine/Spirit/Sake Makers • Wine/Spirit/Sake Cooperatives/Agents • Wine/Spirit/Sake Distributors • Wine/Spirit/Sake Accessories Manufacturers/Distributors • Wine/Spirit/Sake Equipment Manufacturers/Distributors • Wine/Spirit/Sake Services Providers • Wine/Spirit/Sake Related Products Manufacturers/Distributors • Fine Food Manufacturers/Distributors

**Country / Region
Pavilion**

- FRANCE
 - South West
 - Languedoc-Roussillon
 - Provence
 - Bordeaux**
 - Alsace**
 - Burgundy**
 - Cotes du Rhone
 - Corsica**
 - Loire Valley
- ITALY
 - Saponi de Romagna
- AUSTRALIA
 - South Australia
- SOUTH AFRICA
- ROMANIA
- NEW ZEALAND
- AUSTRIA**
- TURKEY
- HUNGARY
- ARGENTINA
- CHILE
- SPAIN
- USA
- THAILAND**
- CHINA
- INDIA**
- MEXICO**
- GERMANY
- SINGAPORE (Singapore Registered Wine Merchants for Asia)

** To be confirmed

Visitor Profile	<ul style="list-style-type: none">• Wine/Spirit/Sake Importers• Wine/Spirit/Sake Traders• Wine/Spirit/Sake Distributors• Wine/Spirit/Sake Retailers• Wine/Spirit/Sake Related Products Importers & Distributors• Airline and Cruise Liners Wine Purchasers• Bartenders/Sommeliers• Caterers• Chefs• Corporate Purchasing Executives• Hospitality Students• Hotel F&B Directors/Managers• Hotel Outlet Managers• Restaurateurs• Supermarket Purchasers• Wine Shop Owners• Wine Club Executive members• Wine Collectors• Wine Enthusiasts					
Important Highlights	<p>WINE STYLE ASIA AWARDS CHALLENGE</p> <p>Wine Style Asia Award is the symbol of quality 'Ready-to-drink' wines for the Asian market. So its unique criterion for winning is "quality ready-to-drink". The WSSA is a testimony of quality wines at their best, now to the next 24 months.</p> <p>The objective of the award is to create confidence in wine purchasing. The award will give the winning wines a distinctive edge over the many wines that have found their way to Asia. Wine consumers recognize the value of WSAA and feel assured purchasing wines bearing the WSAA symbol. Wine exporters and distributors are using WSAA as their marketing tool for the winning wines.</p>					
Special Tasting in Wine for Asia 2006	<div><div><p>Wine Style Asia Award 2006 Tasting</p></div><table><tr><td><div><p>Mundus Vini Wine Award Tasting</p></div></td><td><div><p>Decanter World Wine Awards Tasting</p></div></td><td><p>Bordeaux 2002</p><p>Tasting organised by The Wine Review</p></td></tr></table></div>			<div><p>Mundus Vini Wine Award Tasting</p></div>	<div><p>Decanter World Wine Awards Tasting</p></div>	<p>Bordeaux 2002</p> <p>Tasting organised by The Wine Review</p>
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IMPORTANT PRE-EVENT FEATURE	<p>Online Business Matching (BMP)</p> <p>BUYERS MEET SELLERS PROGRAMME</p>	<p>Online Appointment Scheduler (PSA)</p> <p>(Exhibitors and Trade Visitors)</p>				
Official Sponsors	<div><div><p>Makers of Fine European Stemware</p></div><div><p>Makers of Fine European Stemware</p></div><div><p>A Libbey FOODSERVICE Company</p></div></div> <p>Libbey & Royal Leerdam Wine Glasses</p>					

	 <p>Barrique Wine Chiller</p>
Official Wine Publication	 <p>The Wine Review</p>
Official Australian & New Zealand Publication	 <p>Global Food & Wine</p>
Official Wine Business Publication	<p>WINE IMPORTER ASIA</p> <p>Wine Importer Asia</p>
Official E-Business Network	 <p>Global Wine & Spirits</p>
Supporting Publications	
Supporting Media	

Supported by	 <p>Singapore Exhibition & Convention Bureau (Singapore)</p>	 <p>Singapore Food Manufacturers' Association (Singapore)</p>
	 <p>The China Western Food Culture Association (China)</p>	 <p>Delhi Wine Club</p>
	 <p>Indian Wine Academy</p>	 <p>Association of Bartenders Singapore</p>
	 <p>KWSIA Korea Wines & Spirits Importers Association</p> <p>사단법인 한국주류수입협회 Korea Wines and Spirits Importers Association</p>	<p><Pending Logo></p> <p>Malaysia Hotel Association</p>
	 <p>Singapore Tourism Board SINGAPORE</p>	 <p>International Enterprise Singapore SINGAPORE</p>
Endorsed by	 <p>Government of South Australia AUSTRALIA</p>	 <p>Australian Government Austrade AUSTRALIA</p>
	 <p>WEPA Romania ROMANIA</p>	 <p>Embassy of Romania ROMANIA</p>
	 <p>New Zealand Wine Growers' Association NEW ZEALAND</p>	 <p>Embassy of Austria AUSTRIA</p>
	 <p>Camera di Commercio di Forlì – Cesena ITALY</p>	 <p>Camera di Commercio di Rimini ITALY</p>
	 <p>US Department of Commerce USA</p>	 <p>US CERTIFIED TRADE FAIR USA</p>



PARTICIPATION PACKAGE for WINE FOR ASIA '06

Package	Unit Price	Pictorial	6 sqm	9 sqm	18 sqm
Bare Space Only (Min. 18sqm)	SGD \$ 435 / sqm Euro 213€ / sqm USD \$264 / sqm	-	N.A	N.A	SGD \$ 7,830 * Euro 3,834€ USD \$4,752
Standard Shell Scheme Min. 9 sqm	SGD \$ 495 / sqm Euro 242€ / sqm USD \$300 / sqm		N.A	SGD \$ 4,455 * Euro 2,178€ USD \$2,700	SGD \$ 8,910* Euro 4,356€ USD \$5,400

** Price excluding GST for Singapore Registered Companies*

Standard Shell Scheme Booth Entitlements each 9sqm booth (3m x 3m booth)

White Laminated Wall Panels of 2.44m in Height
Fascia Board with Exhibitor Name and Stand No
2 x Fluorescent Tubes
1 x 13amp PowerPoint
1 x High Lockable Counter
1 x Barstool
1 x Wastepaper Basket
2 x Folding Chairs
1 x Discussion Table
Needle Punch Carpet

OTHER ENTITLEMENTS FOR PARTICIPATING IN WINE FOR ASIA 2006

- **1ST ENTRY TO WINE STYLE ASIA AWARDS WINE CHALLENGE FREE (EXCLUDE FREIGHT COST).**
- **ADDITIONAL WINE STYLE ASIA AWARDS ENTRY AT SPECIAL PRICE OF SGD40.00 (EXCLUDE FREIGHT COST).**
- **FREE LISTING IN ONLINE BUSINESS MATCHING PROGRAMME (BMP).**
- **FREE PRE-SCHEDULED APPOINTMENT SCHEDULER (PSA).**
- **FREE LISTING IN WINE FOR ASIA 2006 SHOW GUIDE.**

For further details, please contact

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About Singex Group

The **Singex Group** of companies (www.singex.com) - focuses on business growth through the creation of new markets by connecting partners and people together in relevant industries. **Singex Group** comprises three closely linked companies that combine to provide a complete and comprehensive range of exhibition venue management, trade fair and event solutions to our growing number of clients and partners worldwide. The companies are wholly owned subsidiaries of **Temasek Holdings**.



Singex Exhibitions Pte Ltd (www.singexexhibitions.com) - was formed to offer professional **exhibition management services** to local and international organizers and associations. Formerly known as PSA Exhibitions Pte Ltd, the company offers a full range of solutions from research, exhibitor & visitor promotion and sales, advertising & promotions, public relations support, operations planning and execution and on-site logistics management for exhibitions and conferences. **Singex Exhibitions** has been helping organizations launch and/or build their brands in Singapore for the Asian market and has a growing portfolio of trade and consumer events in diverse industry segments from **Infocomm Technology, Maritime and Maritime Defence, Furniture, Lifestyle, Urban Planning and Automobiles**. We have the expertise in setting up trade exhibition platform where **International sellers** and **buyers** can meet over the show days to explore in business opportunities. Our duty is to deliver to our exhibitors' **key buyers** and **decision makers**.



Singex Venues Pte Ltd - was formed to manage and market exhibition & convention centres. Formerly known as PSA Singapore Expo Pte Ltd, the company has its beginnings as part of the PSA Corporation in Singapore when it first began the management and development of the World Trade Centre in 1978. Through the 80's and 90's, the company played a pioneering role in the management and development of the exhibition facilities which spurred the growth of the industry in Singapore. With a successful track record of over 20 years, the government of Singapore appointed the company to oversee the building, development and construction of Singapore Expo and its management & operations. The 60,000 sqm centre opened for business in 1999, then one of the largest centres in the region. **Singex Venues Pte Ltd** has an experienced, knowledgeable and capable team of staff that has built up its professional expertise in areas of venue operations, marketing & promotions, sales and business development. The staff works closely with its growing number of customers to find solutions for successful staging of trade and consumer exhibitions, conferences, conventions, large scale functions, product launches, concerts and other events. More than 350 events and exhibitions are held annually at Singapore Expo attracting over 2.5 million visitors.



Singex Exhibition Ventures Pte Ltd - was formed to provide investment and financial assistance to organisers and associations through equity participation. Formely known as PSA Exhibition Ventures Pte Ltd, the company offers equity partnership opportunities and risk sharing solutions to organisations that seek to launch, develop and grow new exhibitions and events in Singapore that have the potential to become leading regional events in their respective industries. **Singex Exhibition Ventures** has developed partnerships and joint ventures with a number of organisations both locally and internationally and seeks to build on its successful client/partner relationships to expand, stimulate and grow the exhibition industry.



WINE FOR ASIA 2006 2 - 4 NOVEMBER 2006 SINGAPORE EXPO HALL 4

